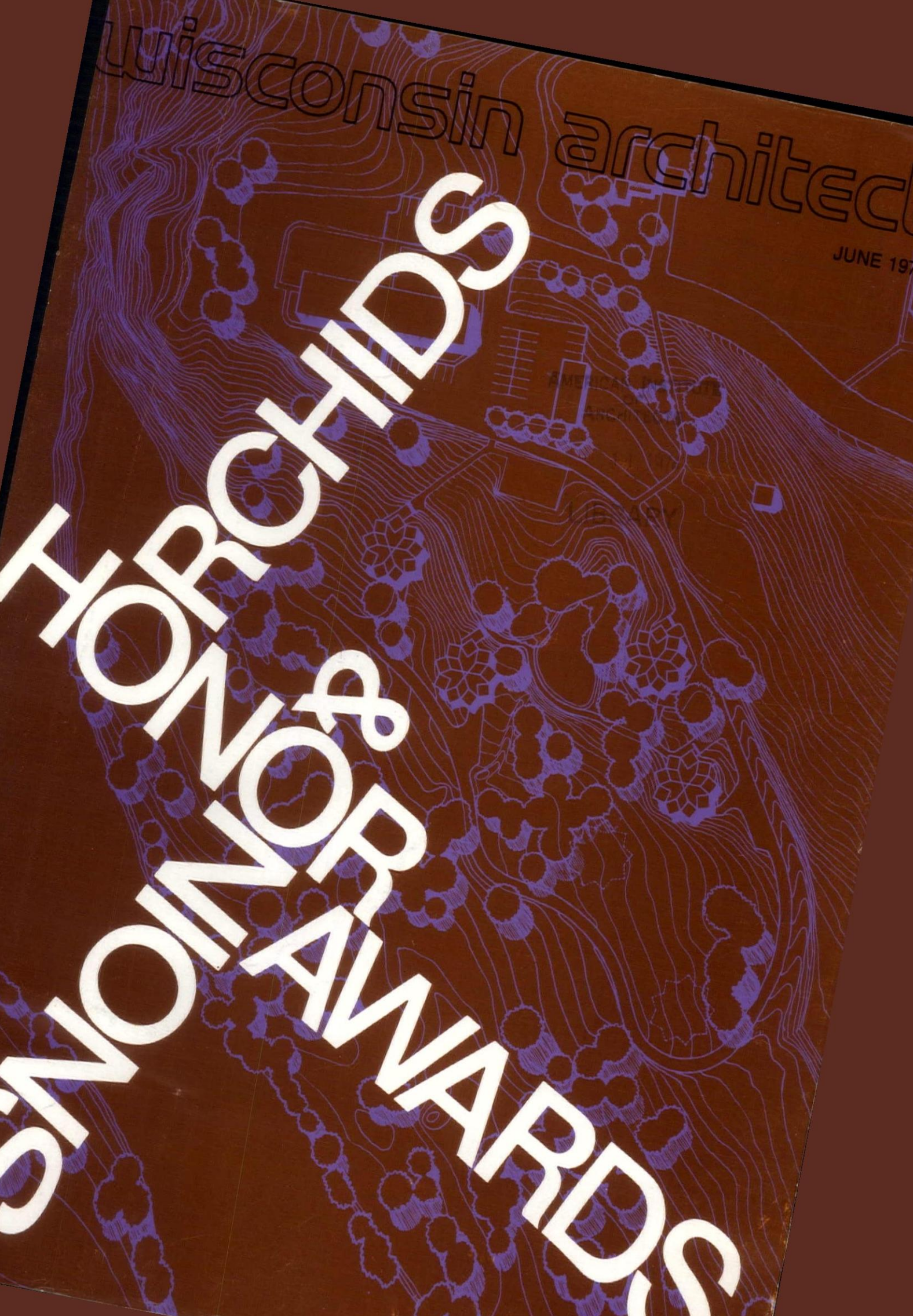


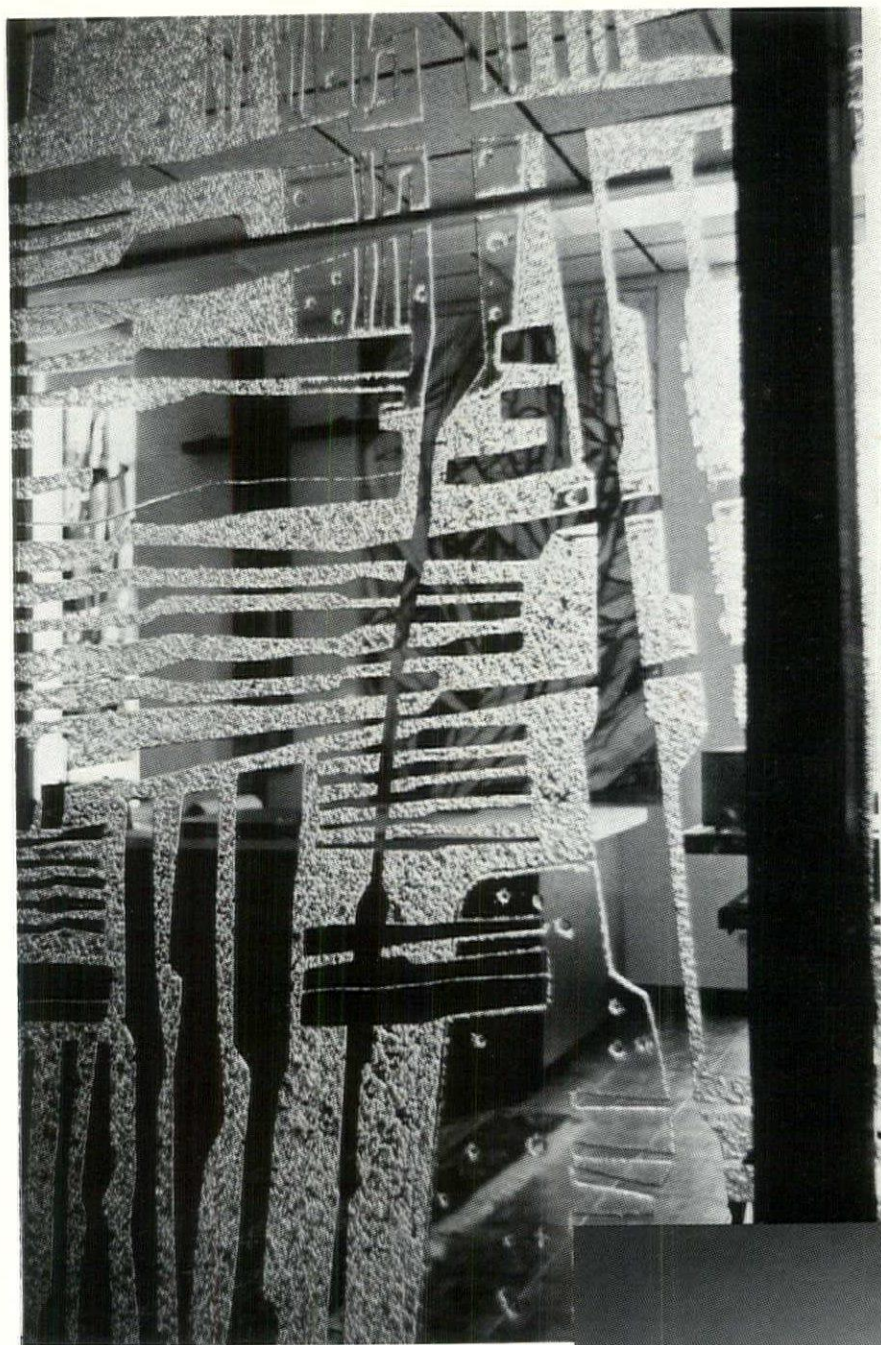
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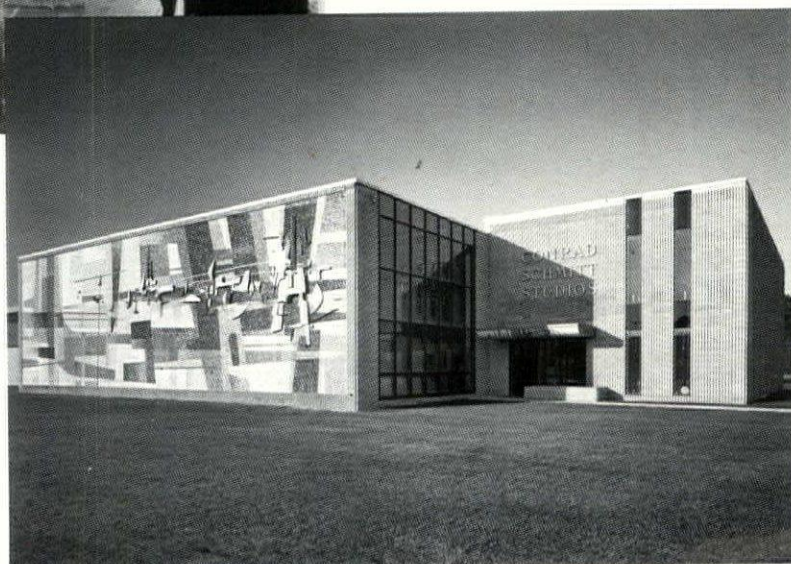
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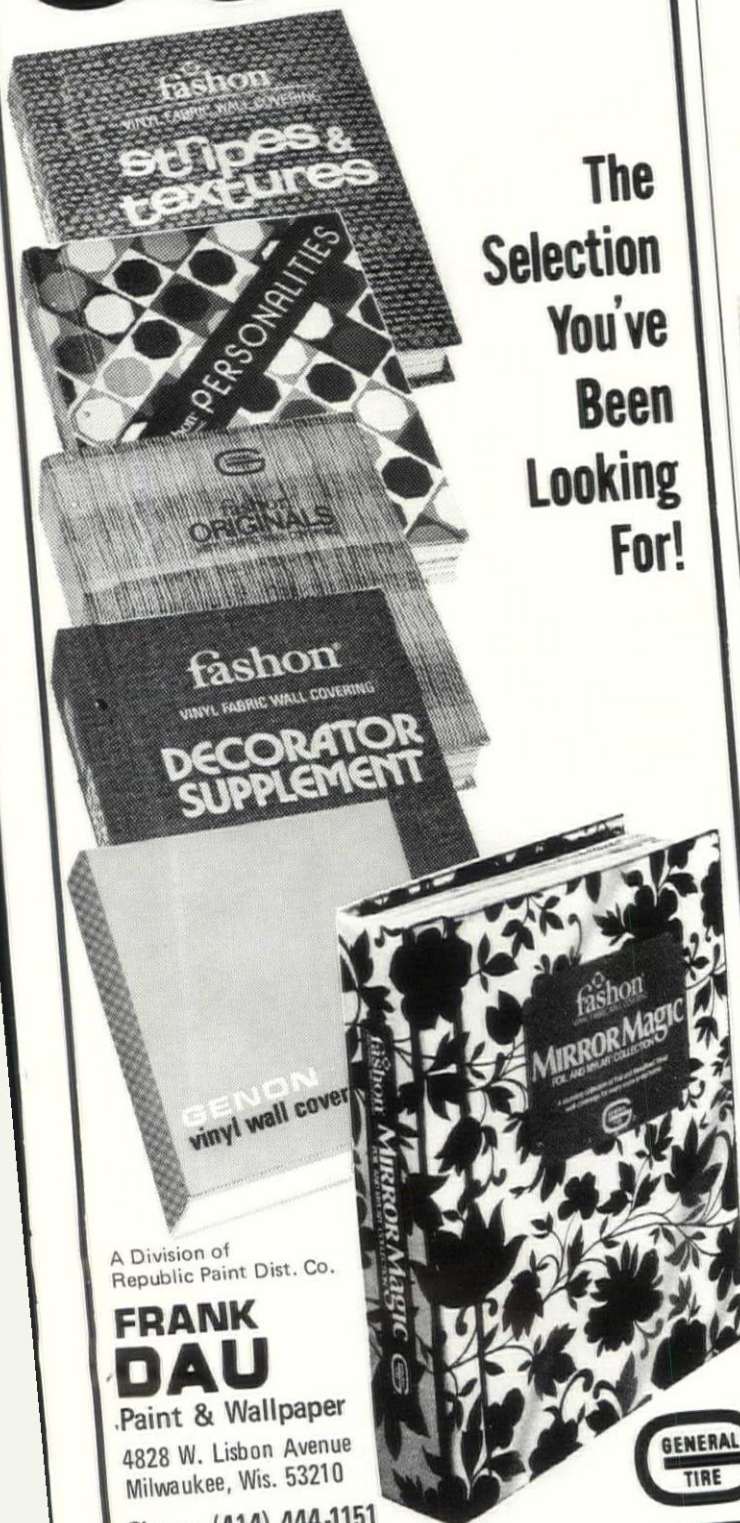
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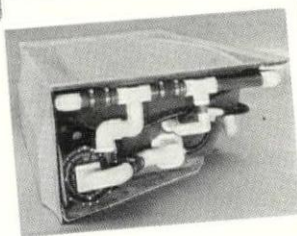
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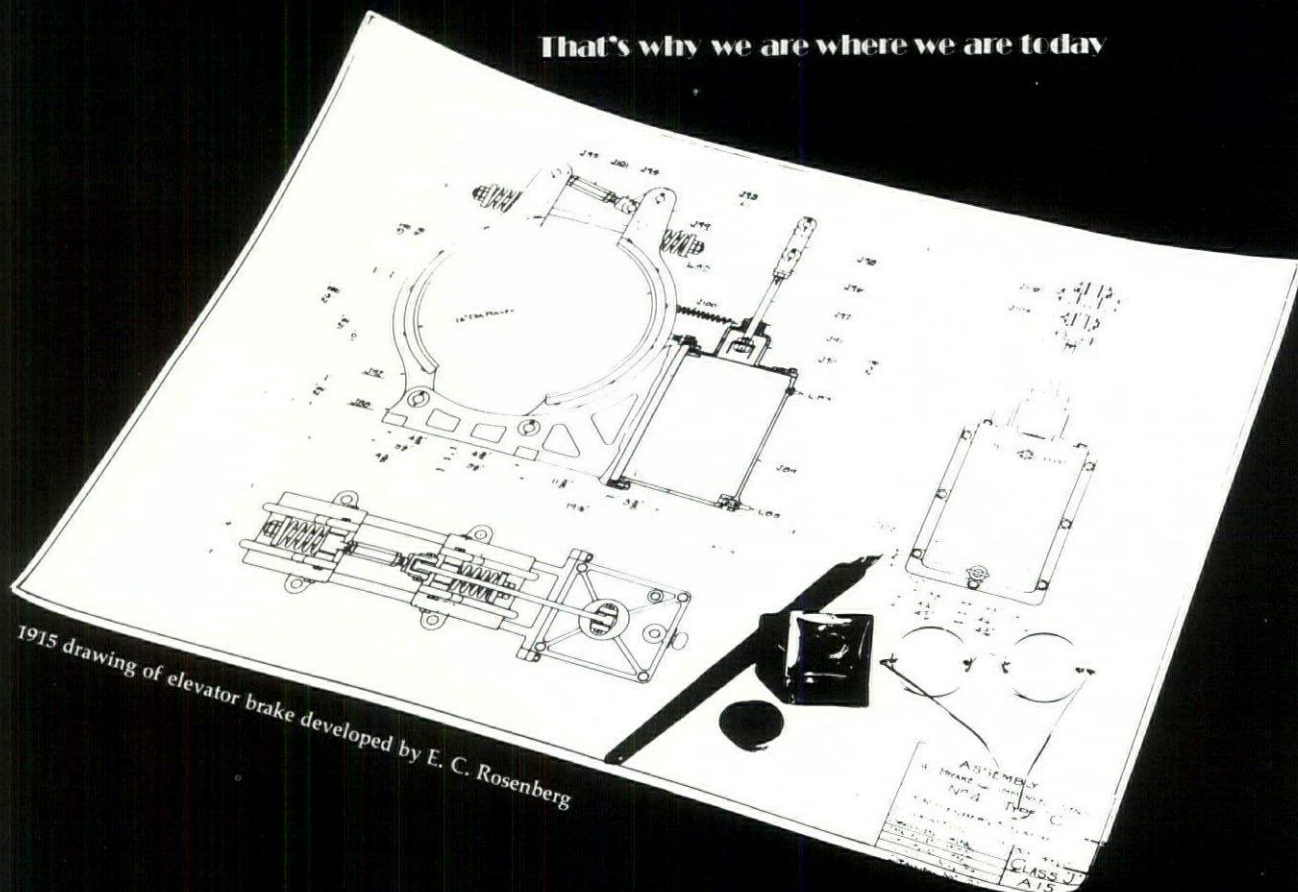
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Volume 45, No. 2 June 1974

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# NATHANIEL W. SAMPLE ELECTED TO FELLOWSHIP

*Nathaniel W. Sample (left) is congratulated by President Archibald C. Rogers, FAIA*



Nathaniel W. Sample, president of Sample & Potter, Inc., architectural firm of Madison, has been elected to the College of Fellows of The American Institute of Architects.

Besides the Gold Medal which may be presented each year to one architect from any part of the world, Fellowship is the highest honor the Institute can bestow upon its members. It is a lifetime honor given for outstanding contribution to the profession.

Investiture of the seventy-three elected Fellows took place on May 20th at the Annual Convention of The American Institute of Architects in Washington, D.C.

Nat Sample looks back on a successful career in architecture that stretches nearly over three decades. After graduating from Illinois Institute of Technology in 1946 with the Charles E. Hutchinson Medal in design, Nat Sample was recommended to Alfred Shaw of Shaw, Naess & Murphy by the School's Director, the late Mies van der Rohe.

From the beginning until to the present, Nat Sample has pursued the practice of architecture with a very special concern for design and a firm desire to foster the advancement



of the profession and the art of architecture. As a designer and principal he has been involved in projects which have received local, state and national recognition for outstanding design. He was a member of a three-man team whose solution placed first in the national competition for the Remodeling and Addition to the Chicago Public Library in 1969.

True to his conviction that the consumer needed a greater awareness of architecture, Nat Sample taught a course in Design and Construction for laymen for three years at the University of Wisconsin. He served on several committees striving for the establishment of a School of Architecture in this State.

After an extensive Study-Tour of England, Sweden, Finland, USSR and France with regards to housing and new towns, Mr. Sample gave a series of lectures to citizens' groups throughout the western section of the State. Earlier this year he was invited to discuss the architecture of Walter Gropius on the State Educational TV network.

Nat Sample has served the profession actively since the late 40s when he joined the American Institute of Architects. In the '50s he

have since been implemented. In 1971, Nat Sample moved his firm into a declining residential area worked in a joint AIA-City effort to revitalize Downtown Madison. During the '60s he served as chairman for the State AIA convention, as Vice-President of the Wisconsin Architects Foundation, from 1967 until present as Chairman of the Legislation Committee. During 1970/71 he was President of the Wisconsin Chapter, AIA. During that period he represented the Chapter on the Legislative Advisory Committee of the Wisconsin Association of Professions. At the present Nat Sample is chairing the Legislation Subcommittee of the National AIA Housing Committee, undertaking for the first time to develop Model Legislation for Housing for the States. At the San Francisco Convention he presented this subject at the Marketplace for Ideas.

Nat Sample has been tirelessly involved in community activities as a citizen and professional. He co-authored a brochure developed by a City of Madison-Chamber of Commerce — AIA study group organized to revitalize the Central Business District. Many of the proposals made in the '50s

close to downtown, locating his offices in a fine 19th century residence which was faithfully restored and remodeled for office purposes.

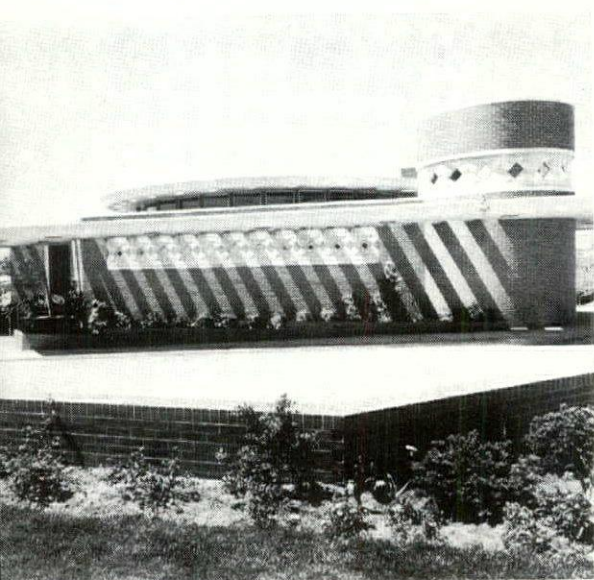
He has been instrumental in getting neighborhood and district leaders to cooperate in the creation of renewal-development plans along the lines of AIA Urban Growth Policy. He has run twice for office of Village of Shorewood Board Member on the platform of Metropolitan Government for city, towns and villages in the Madison area. Because of his initiative the Village of Shorewood, is now studying the advantages of stronger county and/or Metropolitan Government.

Nat Sample's peers, the architects in Wisconsin have been well aware of the multiple and outstanding accomplishments Nat Sample has to his credit in the field of architecture, in the profession and the community of this State.

All of those who know his talent, sincerity and dedication appreciate that Nat Sample has been honored by election to Fellowship and congratulate him for this latest and so well deserved national recognition.



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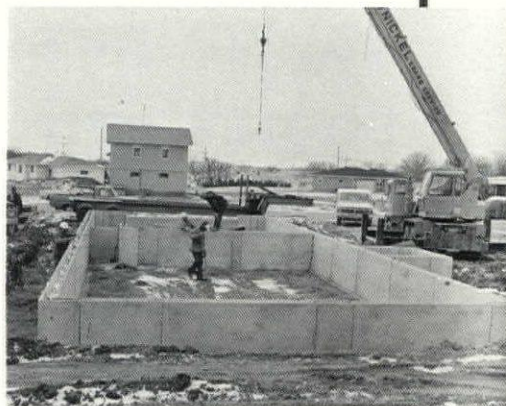
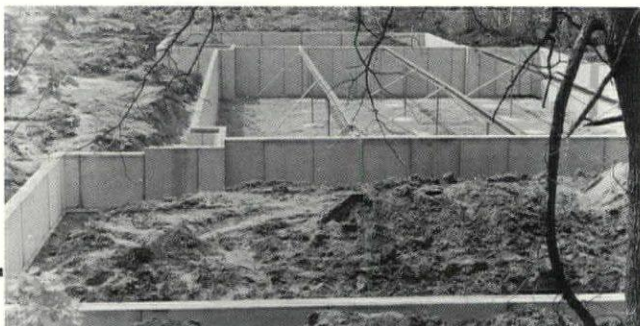
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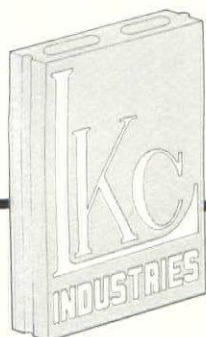


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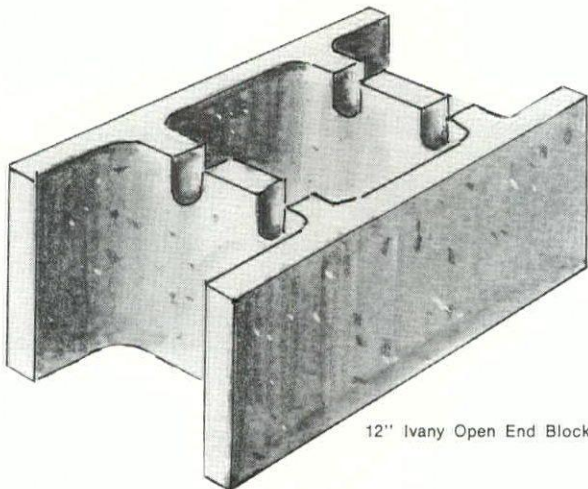
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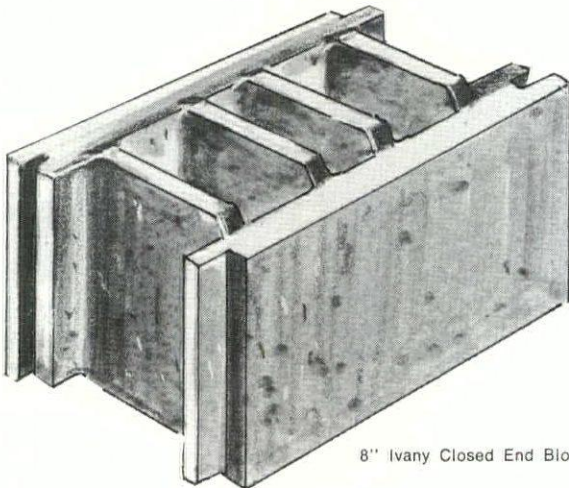


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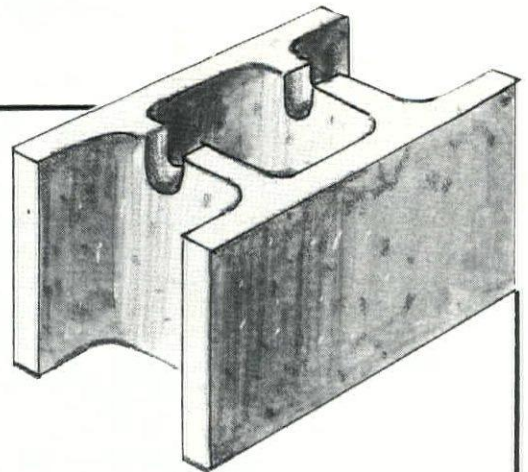
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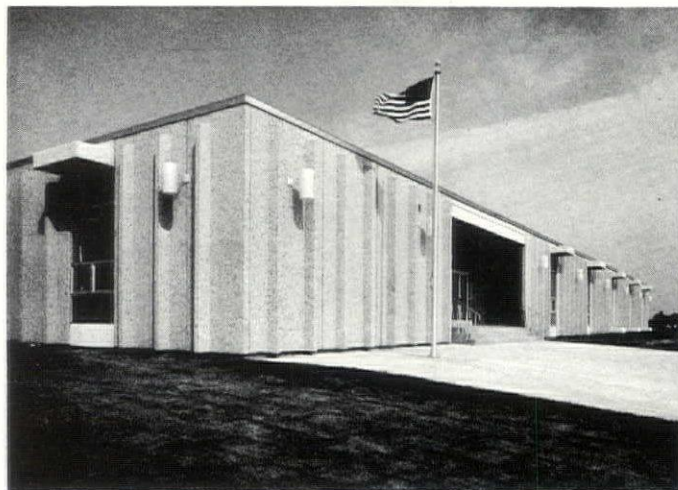
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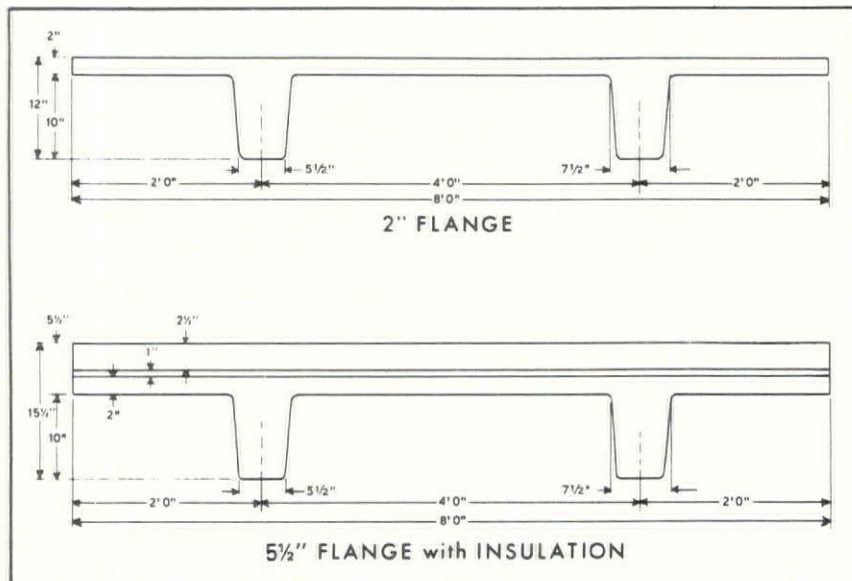


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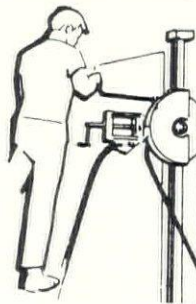
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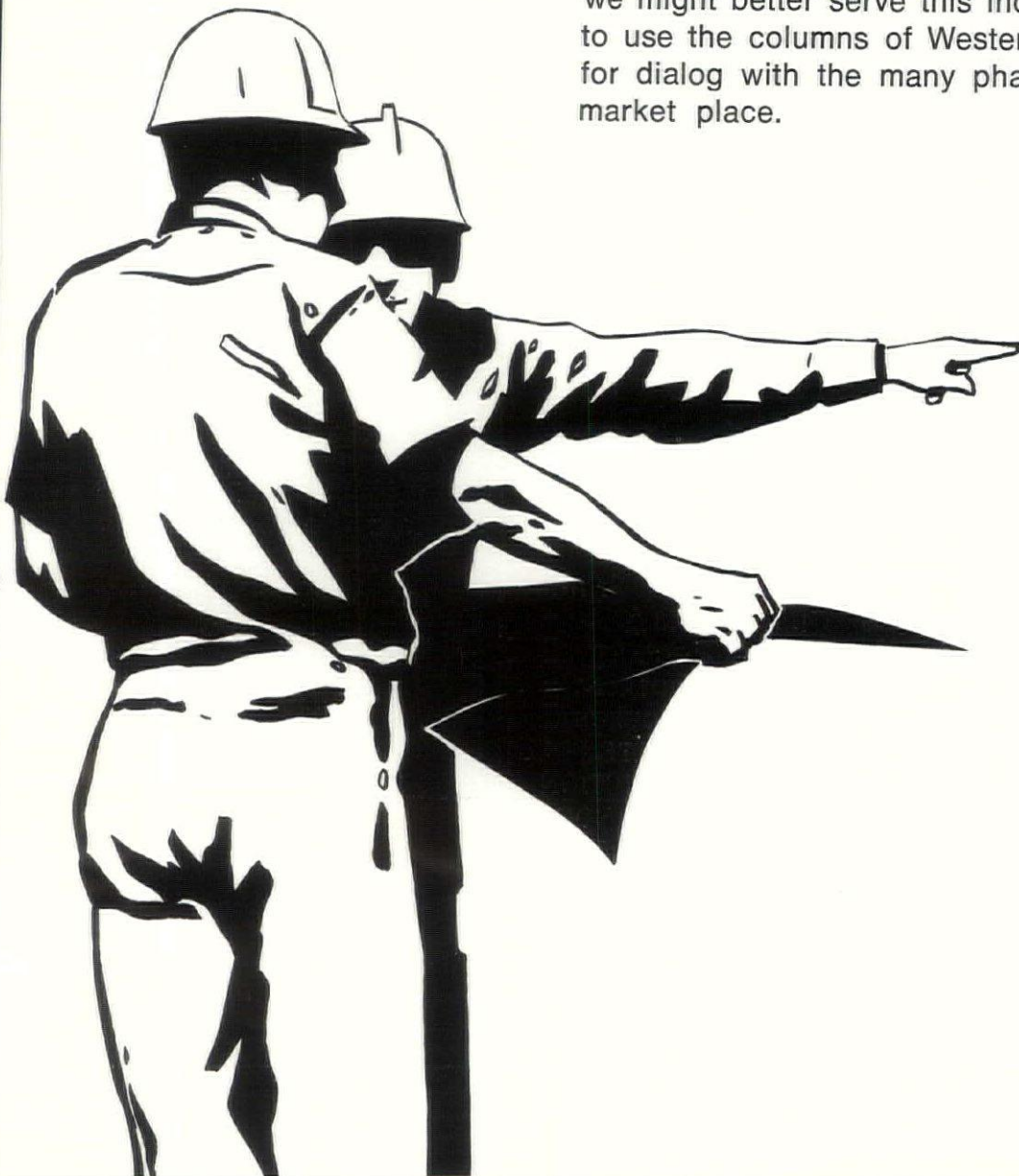
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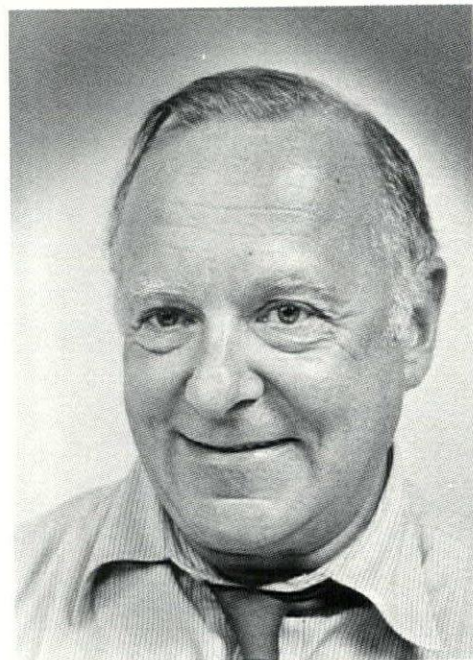
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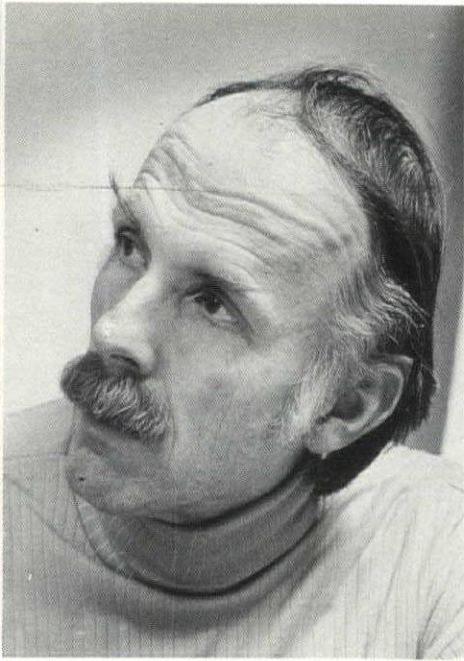


**PETER BLAKE, FAIA**

Born in Berlin, Germany. Attended the University of Pennsylvania, School of Architecture and Pratt Institute, School of Architecture. Received B. Arch. with honors. He was Curator of the Department of Architecture and Industrial Design, Museum of Modern Art in New York. He was Associate and Managing Editor of "Architectural Forum" and its Editor from 1964-72. He is licensed to practice architecture in New York since 1957. He was editorial consultant of "Art in America" and contributing editor of "New York Magazine". He is presently Editor in Chief of "Architecture Plus". Mr. Blake is the author of many books among them: "The Master Builders - Le Corbusier, Mies van der Rohe, Frank Lloyd Wright". This book has been translated and published in Germany, Italy, Argentina and Japan. He also authored "God's Own Junkyard", published in 1964.

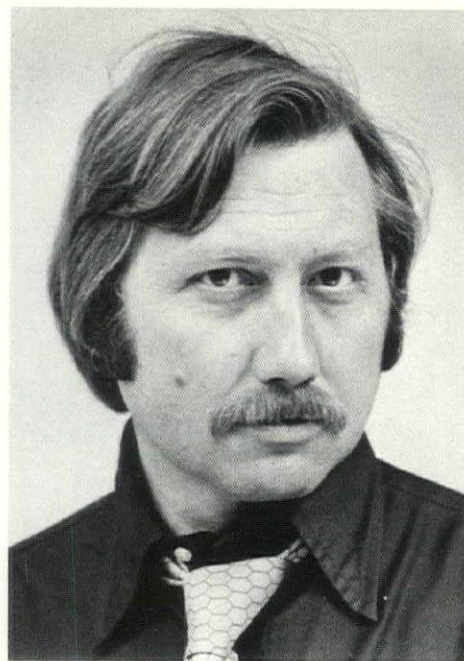
Peter Blake has received numerous awards in architectural competitions. He was visiting critic and lecturer at Yale University, Cornell, Tulane and the Technical University of West Berlin. He has lectured at many schools, universities and museums in this country and abroad. He is a member of the American Institute of Architects and the Board of Directors of the International Design Conference in Aspen.





### **RICHARD R. WHITAKER, JR., AIA**

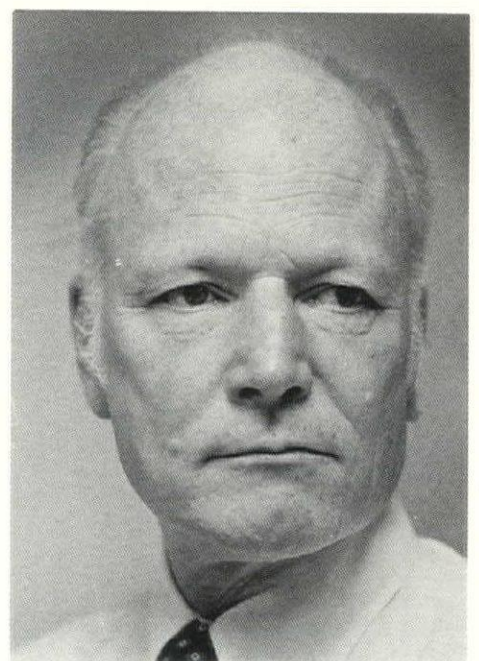
Mr. Whitaker is presently head of the Department of Architecture, University of Illinois, Chicago. He has a consulting practice in Evanston, Illinois. From 1960 to 1965 he was a lecturer at the University of California, Berkeley. He served as Director of Education of the American Institute of Architects in Washington, D. C. From 1968 to 1971 Mr. Whitaker was Director of Design, School of Architecture, University of Colorado. He was Associate Professor at the School of Architecture, University of Wisconsin-Milwaukee in 1971 and 1972. As a member of the firm of Moore, Lyndon, Turnbull, Whitaker he received 16 national honor awards.



### **ROBERT D. EFLIN, AIA**

Graduated with honors from the University of Minnesota. Received Master of Architecture degree from Rice University Graduate School in 1972. He was a partner in the firm of Schaefer, Schirmer and Eflin since 1960 and served as principal in charge of design. His firm provided comprehensive services including architectural, structural, mechanical, electrical, interior and landscape design. Mr. Eflin is presently Campus Master Planner and Associate Professor of Architecture at Clemson University. Mr. Eflin has received 28 regional and state design awards. While associated with John Carl Warnecke, San Francisco, he designed the Asilomar State Park project which received a National AIA Design Award. The Wichita Public Library received a National AIA-ALA design award and Allen County Junior College also was awarded a National AIA-AAJA design award. Eflin was a recipient of the Henry Adams Award for excellence in the study of architecture.

He was selected as juror in the design award programs in Iowa, Kansas City and Oklahoma. He was elected president of the Wichita Section, AIA and served as Director of the Kansas Chapter, AIA. He was Committee Chairman of the Wichita Zoning Advisory Committee. Mr. Eflin holds NCARB certification and is registered as an architect and landscape architect.



### **EDWARD ANDERS SOVIK, FAIA**

Born in Honan, China of American parents. Attended St. Olaf College, Art Students League of New York and received his B. Arch with honors from Yale University. Mr. Sovik practices architecture in Minnesota and is a partner in the firm of Sovik, Mathre and Madson. He holds NCARB certification. He has received more than a dozen state and national design awards since 1951. He was past chairman of the editorial board of "Faith and Form", chairman of the editorial committee of the "Northwest Architect", he is a correspondent for "Kunst und Kirche" and authored "Architecture for Worship". Mr. Sovik has written over 50 articles in periodicals, journals and books and is a lecturer, juror, critic, panelist at various schools, universities and conferences. He was president of the Guild for Religious Architecture and a member of the steering committee for the International Congresses on Religion and Architecture in New York, Brussels and Jerusalem. Mr. Sovik is a member of the Minnesota Society of Architects, Interfaith Center for Religion and Architecture, Lutheran Society for Worship, Music and the Arts and the Minnesota Arts Council.





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**HONOR  
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SPECIAL  
MENTIONS**



# HONOR AWARD

## PROJECT:

### Physics/Astronomy Building, Madison

Architect ..... *Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee*  
Project Designer ..... *Thomas A. Briner*  
Project Architect ..... *Raymond Story*  
Project Interiors ..... *Laura Swetish*  
Owner ..... *Regents of the University of Wisconsin*  
General Contractor ..... *Kenneth F. Sullivan Company, Madison*  
Consultants:  
Plumbing, Electrical  
Heating, Ventilating  
and Air-Conditioning ..... *Beling Engineering Consultants, Rockford, Ill.*  
Structural ..... *Greaf-Anhalt-Schloemer & Associates, Inc., Milwaukee*  
Photos ..... *Hans Keerl Studio, Milwaukee*

## PROBLEM:

This project had multiple constraints within which the architect had to design a building of 150,000 sq. ft. to serve the Physics and the Space Astronomy Departments of the University. The new building was to connect to the existing Physics building and to two existing wings of an older building to the south. The south facade of the south building was to be preserved. The University desired an outdoor space that would relate to the new building. This complicated the problems of circulation, proper exposure to outdoors and compounded the problem of obtaining efficient and usable floor area on a site that was already too small and very difficult to build upon. Another complication was an existing steam tunnel and the maintenance of a fire lane which is used as a major pedestrian route on campus.

## SOLUTION:

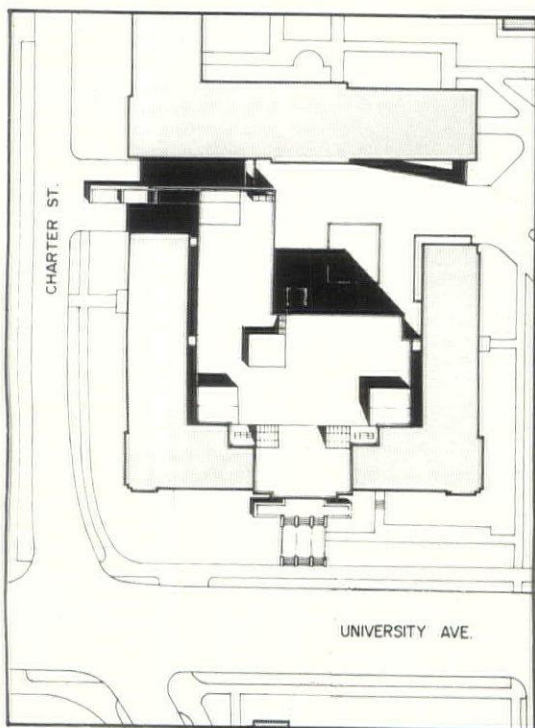
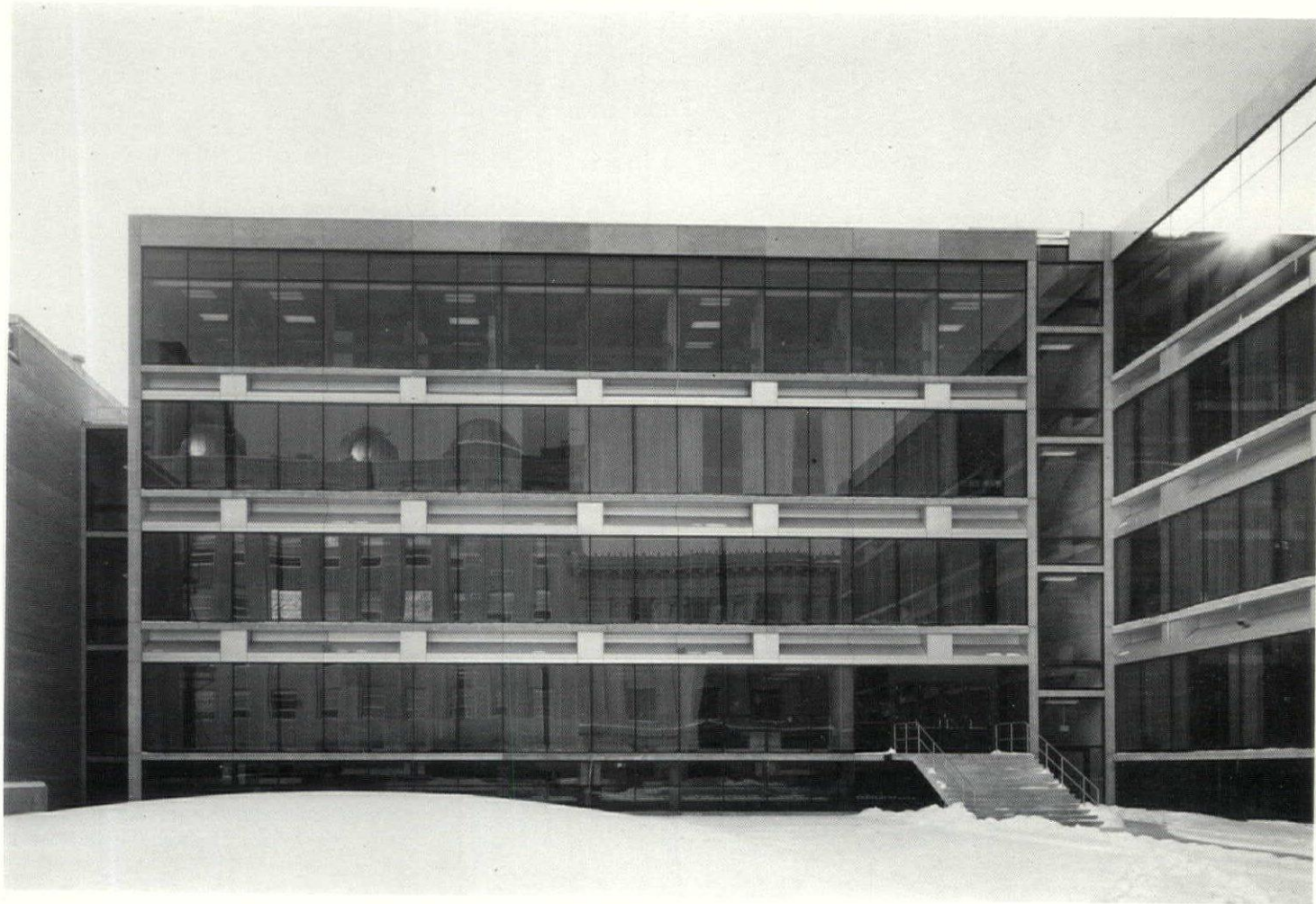
The new corridors were aligned with the corridors and vertical circulation system of the south buildings. The north building is connected via a two level bridge crossing over the fire lane. The corridors are double loaded with offices overlooking a courtyard and the other side interfacing with existing buildings for mechanical services and to permit light into some of the upper level windows of the existing buildings. Much of the building's volume is beneath the level of the court. The window wall continues down to the court slab where the window reads as a half story. Light wells penetrate five levels at two points along the corridors and the library at the center of the building has natural light through a large clerestory.

## JURY COMMENTS:

*This building is put inside a "U" shaped space. This is an ingenious solution, a simple idea, very elegantly detailed. The building in fact expands a very limited site in a strong, simple and even poetic way. This solution is very sympathetic to the existing buildings. In some way, it is a non-building because all one sees are reflections of the surrounding older buildings.*







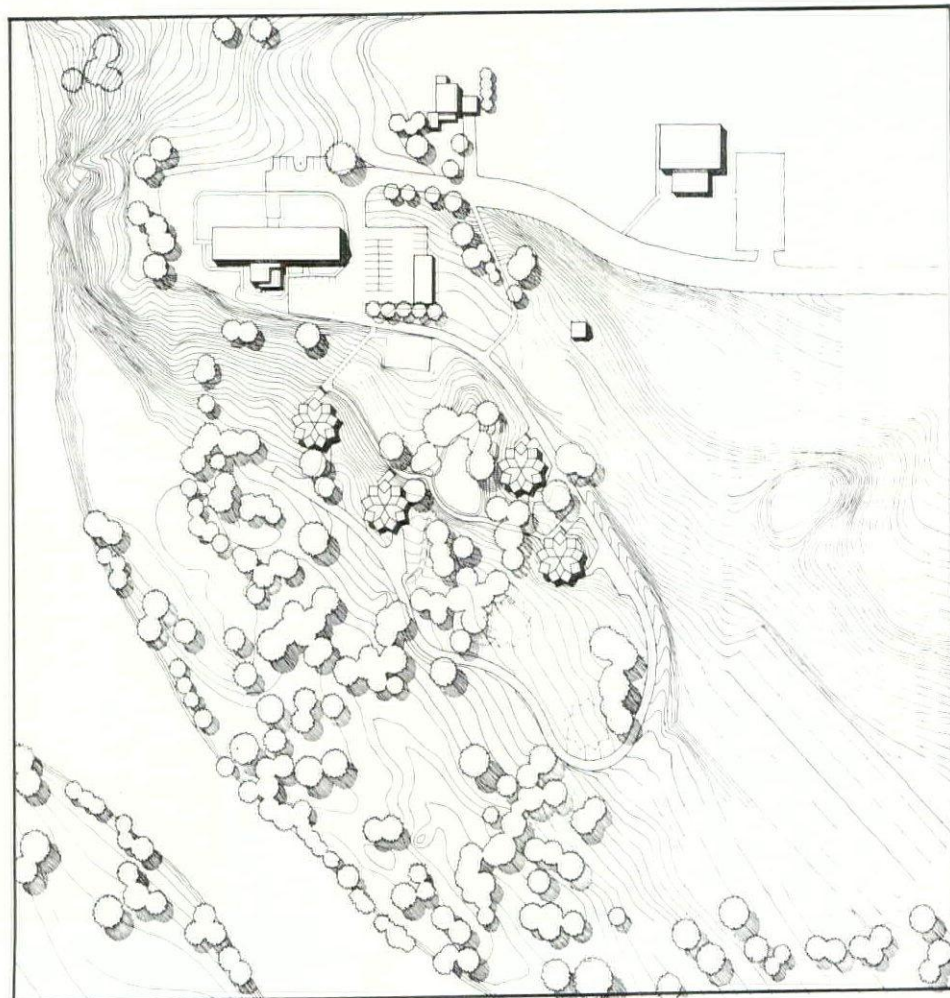
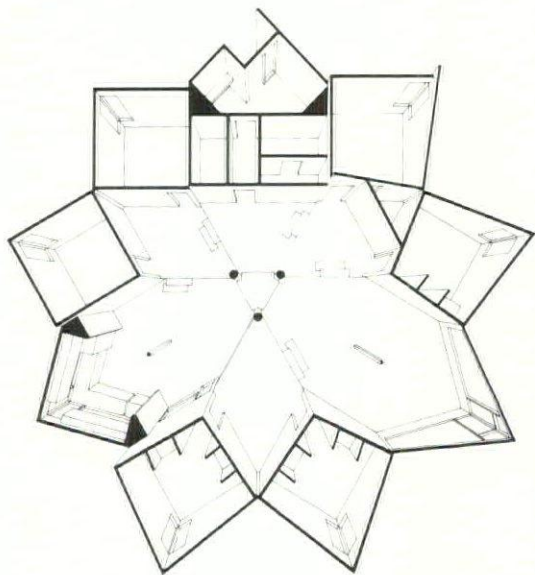


# HONOR AWARD

## PROJECT:

### Sunburst Youth Homes, Inc., Neillsville

Architect ..... Skidmore, Owings & Merrill, Chicago  
Project Architect ..... Walter A. Netsch  
Owner ..... Winnebago Children's Home, Neillsville  
General Contractor ..... The Wergin Company, Inc., Wausau  
Photos ..... Orlando-Cabanban, Chicago



## PROBLEM:

To provide residential treatment centers for the care of emotionally disturbed children in a minimum security situation on a 180 acre site on the outskirts of a rural community. The site contained an old combination administration-dormitory building, a classroom-gymnasium building and two older housing units.

## SOLUTION:

The primary design goal for the new houses was to provide a non-institutional setting conducive to informal social contact and activity among the children themselves and the children and staff. The cottages are composed of individually simple elements combined in repetitive series. Each house accommodates 10 children and their houseparents. Bedrooms are placed around the periphery and linked to the large common spaces in the center by a number of semi-private work study areas. Over the central commons, the diagonal gable roof spans the distance from the peripheral rooms to the three telephone poles in the center defining the fireplace. All interiors are arranged in a helical pattern, each 3 steps higher than the adjacent area. Through this technique, each activity zone is defined by its own floor level, yet all spaces merge into a common volume. Outside, beneath the higher portions of the buildings, are several semi-sheltered areas, a paved terrace for dining and recreation, covered storage for bicycles, toboggans and other outdoor playthings.

Since behavior patterns are frequently aggressive, emphasis was placed on "child-proof" materials.

## JURY COMMENTS:

*These buildings are very intimate and friendly in scale and imaginative in structure. The architect expanded beyond the normal ordering system of rectilinear or a straightline structural square. There is a sense of fun, with a lot of ups and downs and around the corners. This low, small scale residential solution is very appropriate and well detailed.*





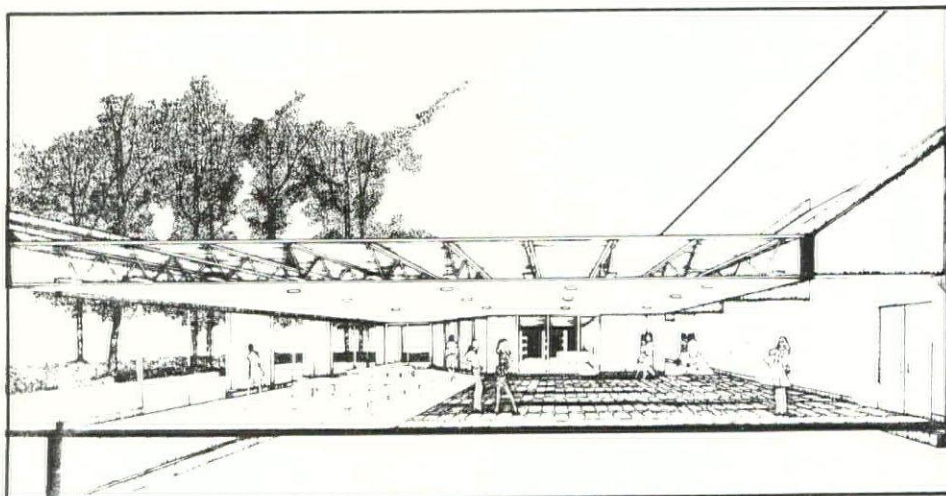


# MERIT AWARD

## PROJECT:

### Oneida National Memorial Community Building

Architect ..... Nichols-Barone & Associates, Inc., Green Bay  
Owner ..... Oneida Tribe of Indians Of Wisconsin, Inc., Brown County  
Consultants:  
Plumbing ..... Ralph Futh  
Heating and Ventilating ..... Fred L. Mayer, Inc.  
Electrical ..... Trester & Raanan & Associates  
Structural ..... Gilbert S. Feldman, Inc.  
General Contractor ..... J. L. Anderson Construction Co., Appleton  
Photos ..... J. Veras, Green Bay



## PROBLEM:

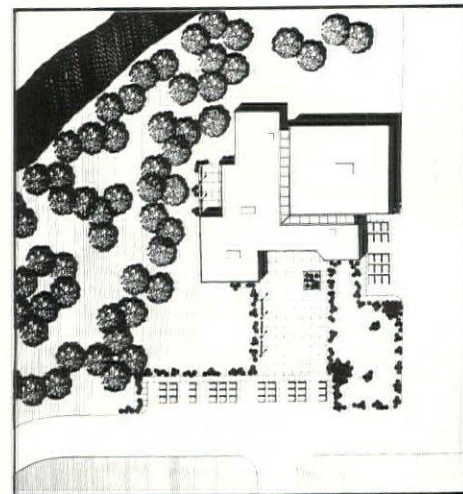
To provide a community building for the Oneida Tribe of Indians to satisfy their cultural, recreational, governmental and educational needs on a site adjacent to the Oneida Housing development and to a heavily wooded park.

## SOLUTION:

The site provided strong directional views to the park, dictating a diagonal entry. All major activities were grouped around a central lobby with a secondary entrance providing access to laundry and barber shop facilities from the housing area and separate parking for convenience facilities. Lounge area and library facilities are separated by a floor to ceiling display case for artifacts of the Oneida Tribe. Offices, council/meeting rooms, arts and crafts classes are grouped along a double loaded corridor. A multi-purpose space is a simple rectangle designed for sports, large group meetings and social functions and is separated from the low masses by continuous skylighted corridors. The entrance plaza provides for informal meeting space and outdoor ceremonies and summer gatherings. The building is a one story slab on grade with split fluted concrete block bearing walls.

## JURY COMMENTS:

*This is a straightforward concrete building with a good plan and organization. It is an understatement that is worked out remarkably well. It is inexpensive and practical. I think we might have given it a higher award if we had been more secure about the interiors.*





# MERIT AWARD

## PROJECT:

### Edward U. Demmer Memorial Center for Junior Achievement Of Southeastern Wisconsin

Architect..... Office of Fitzhugh Scott, Architects/Planners, Inc., Milwaukee  
Project Designer..... Thomas A. Briner  
Project Architect..... Richard W. Eschner  
Project Interiors..... Gary B. Swetish  
Owner..... Junior Achievement of Southeastern Wisconsin, Milwaukee  
Consultants:  
Heating and Ventilating..... George Volk, Milwaukee  
Electrical..... Leedy & Petzold, Milwaukee  
Plumbing..... Lubenow & Gobster, Milwaukee  
General Contractor..... Selzer-Ornst Construction Co., Milwaukee  
Photos..... Hans Keerl Studio, Milwaukee

## PROBLEM:

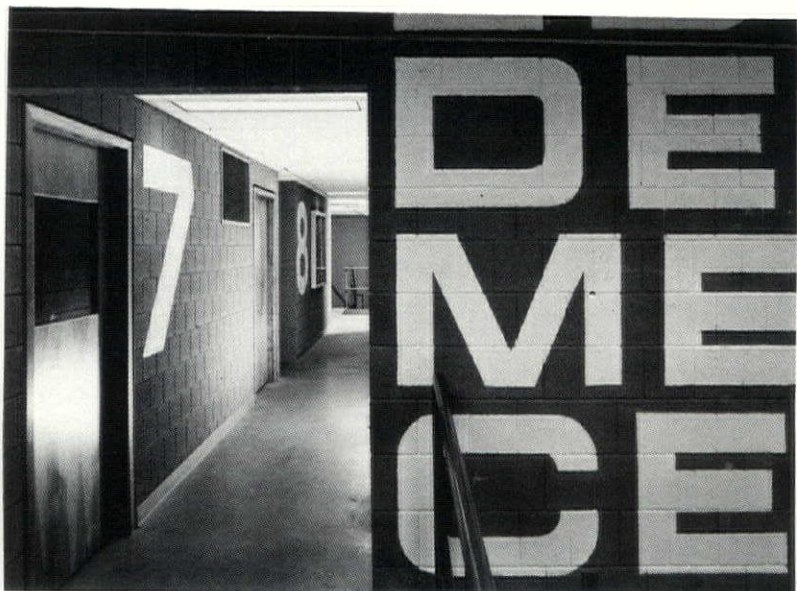
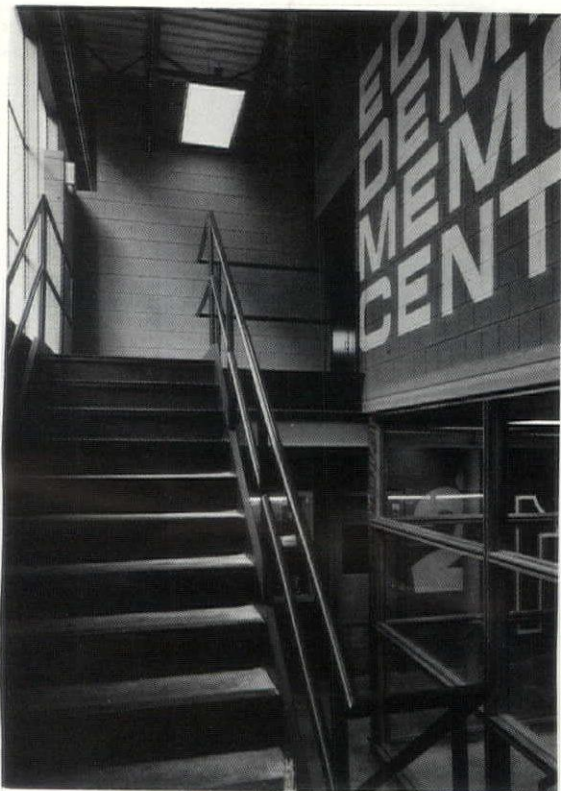
To design a downtown facility containing group workrooms and offices for Junior Achievement of Southeastern Wisconsin. The design determinants were low cost, low maintenance construction, efficient use of a compact site, and to deal with the disparity of scale between this project, the large neighboring Milwaukee Public Library and several small adjacent structures.

## SOLUTION:

Concrete block bearing wall construction with exposed surfaces inside and out was used. Considerations of security limited the amount of glazed area. Where windows are used they focus attention from within the building on the library building. From the outside the window is used to focus public attention on Junior Achievement activity by lighting the wall behind the window as a "sign". The building was given anonymous character to blend in with adjacent structures. A split level entrance provides some control over the entrance by front office personnel.

## JULY COMMENTS:

*An inexpensive, extremely straightforward solution with direct use of inexpensive materials. It has a low key approach to the formal aspects of the building and completely satisfies the program needs. It is remarkable for the things it didn't do and for avoiding the temptation of "decoration" so prevalent in minimal budget projects.*





## SPECIAL MENTION

### PROJECT:

#### Wisconsin Telephone Company T.S.P.S. Building, West Allis

Architect .....	John J. Flad & Associates, Madison
Principal in charge .....	Joseph H. Flad
Partner in charge .....	Thomas K. Nisbet
Project Architect .....	John Blassick
Job Captain .....	David M. Cote
Owner .....	Wisconsin Telephone Company, Milwaukee
General Contractor .....	Hunzinger Construction, Milwaukee
Photos .....	William Wollin Studio

### PROBLEM:

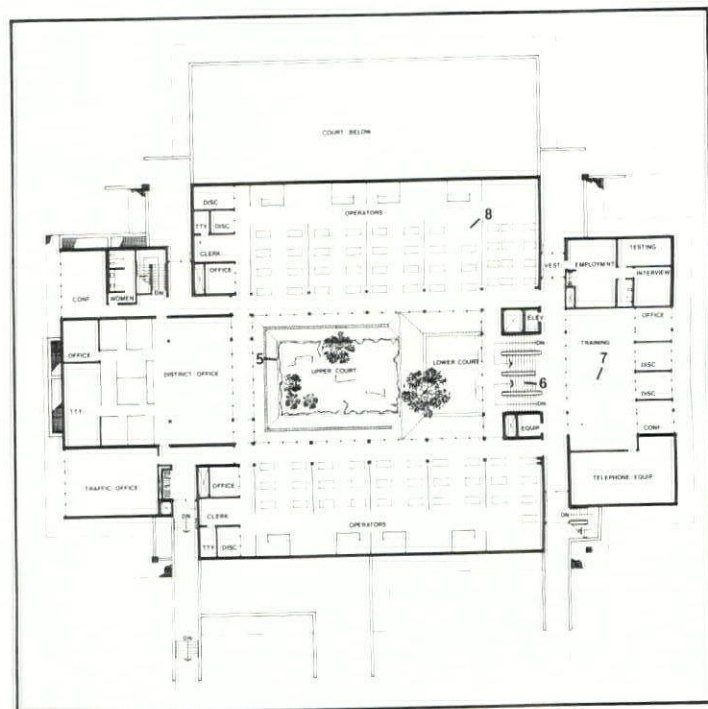
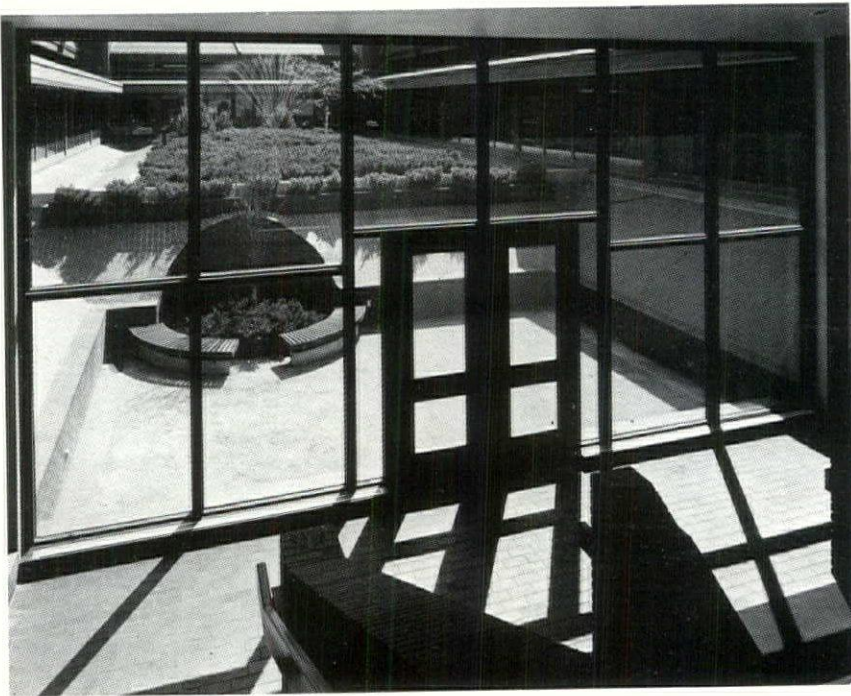
To design a directory assistance facility to meet the needs of a growing metropolitan area with two operating rooms for approximately 200 women. The operating rooms were not to have exterior perimeter openings for security reasons and the site was bordered by a residential area.

### SOLUTION:

Two courts in this building are the key to the design. On the upper level, the two operator units are opened to a large landscaped interior court providing an outdoor atmosphere and visual relief without public exposure. The lower level contains the cafeteria and lounge areas which open to a second exterior, landscaped court. The required large parking area was lowered and screened by an earth berm.

### JURY COMMENTS:

*A remarkably competent building. The scale and character are unusual for a commercial building. Security was a large problem and could have resulted in a windowless box. Instead a humanistic approach was taken. For a tight program with fixed organization and equipment, these are humane spaces within a technical facility.*





# SPECIAL MENTION

## PROJECT:

### Waukesha County Technical Institute, Pewaukee

Architect ..... *John J. Flad & Associates, Madison*  
 Principal in charge ..... *Joseph H. Flad*  
 Partner in charge ..... *Emil Korenic*  
 Project Architect ..... *James W. Miller*  
 Owner ..... *Area Board of Vocational, Technical and Adult Education, District No. 8, Pewaukee*

#### Consultants:

Landscape Architect ..... *Anthony M. Guzzardo & Associates, San Francisco, California*  
 Food Service ..... *Specialized Area Consultants, Park Ridge, Illinois*  
 General Contractor ..... *Oliver Construction Company, Oconomowoc*  
 Photos ..... *William Wollin Studio, Madison*

## PROBLEM:

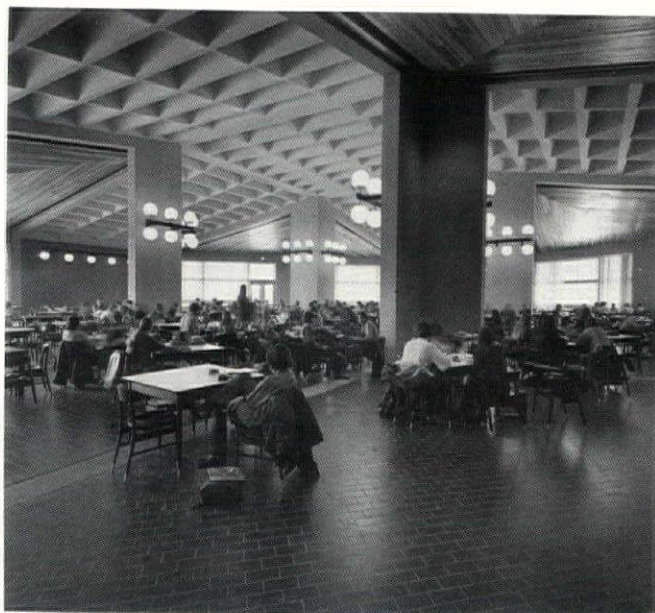
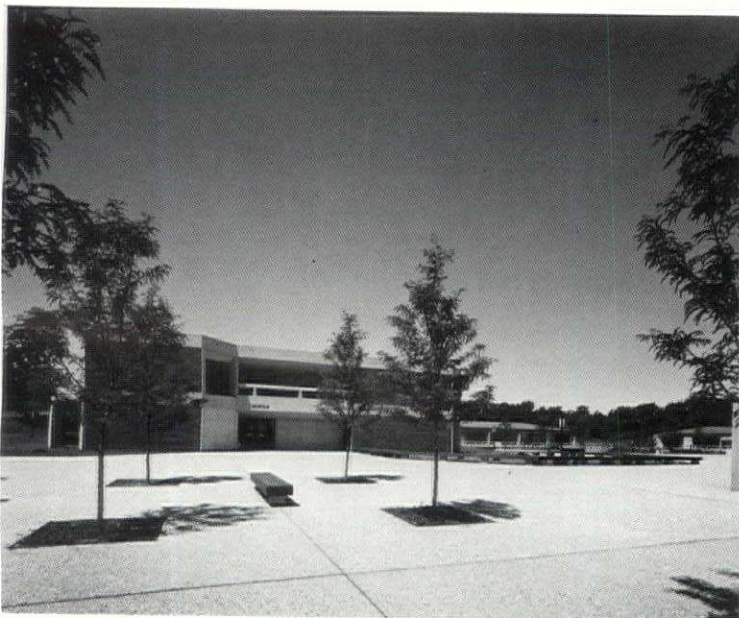
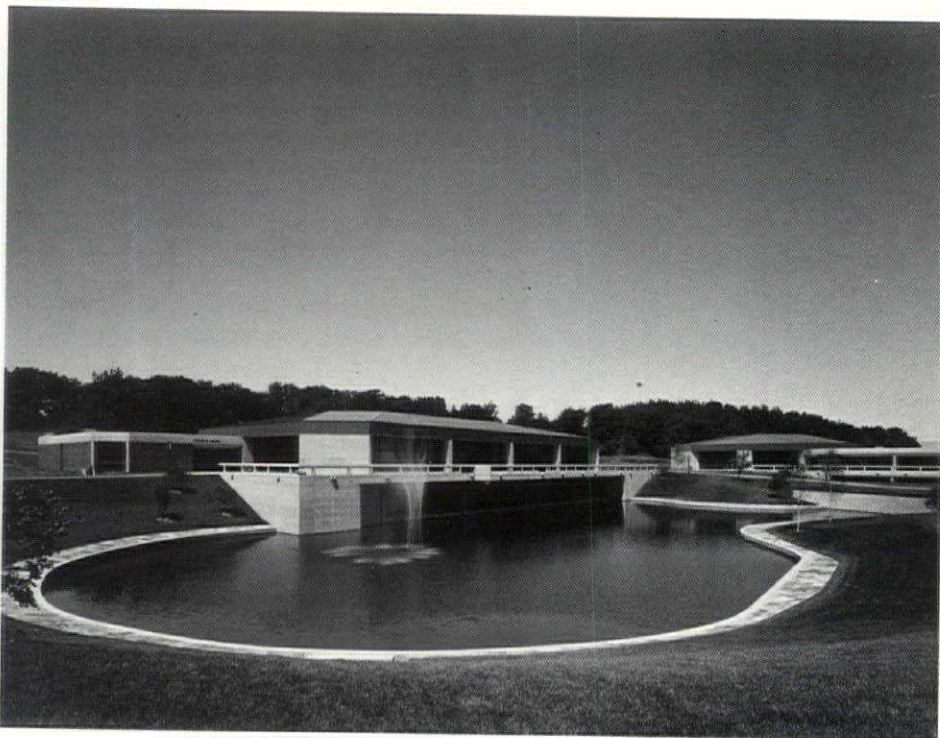
To provide modern facilities for a growing county technical institute, offering one- and two-year programs to post high school and adult students preparing for the world of work.

## SOLUTION:

The new campus is located on a large, partly wooded site east of Highway 16 in the Village of Pewaukee. The school is organized into semi-autonomous educational divisions, physically separated into six individual buildings. The identity of the various educational divisions is provided through these individual buildings. The general education function of each division was centralized in an academic building, saving duplication of classroom space and encouraging the students, normally segregated by educational divisions, to mix both educationally and socially.

## JURY COMMENTS:

*This is a group of coherent and interesting buildings, done with sensitivity. It is an open campus scheme that has a lot to be commended.*





# SPECIAL MENTION

## PROJECT:

### MGIC Corporate Headquarters, Milwaukee

**Architect** ..... Skidmore, Owings & Merrill, Chicago  
**Consulting Architect** ... Office of Fitzhugh Scott, Architects/Planners, Milwaukee  
**Architect for the Interiors** .... Warren Platner Associates, New Haven, Connecticut  
**Consultants:**  
**Lighting** ..... Claude R. Engle, III, Washington, D. C.  
**Graphics** ..... Vignelli Associates, New York, New York  
**Owner** ..... MGIC Investment Corporation, Milwaukee  
**General Contractor** . Inland-Robbins Construction, Inc., Elk Grove Village, Illinois  
**Photos** ..... Ezra Stoller, Mamaroneck, New York

## PROBLEM:

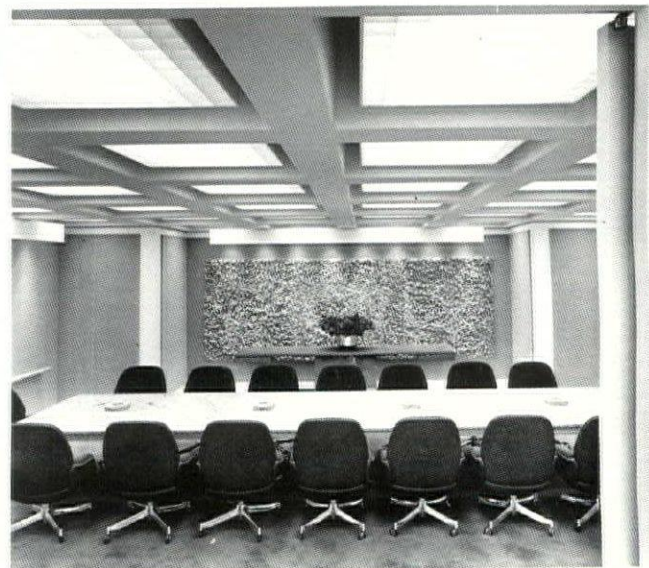
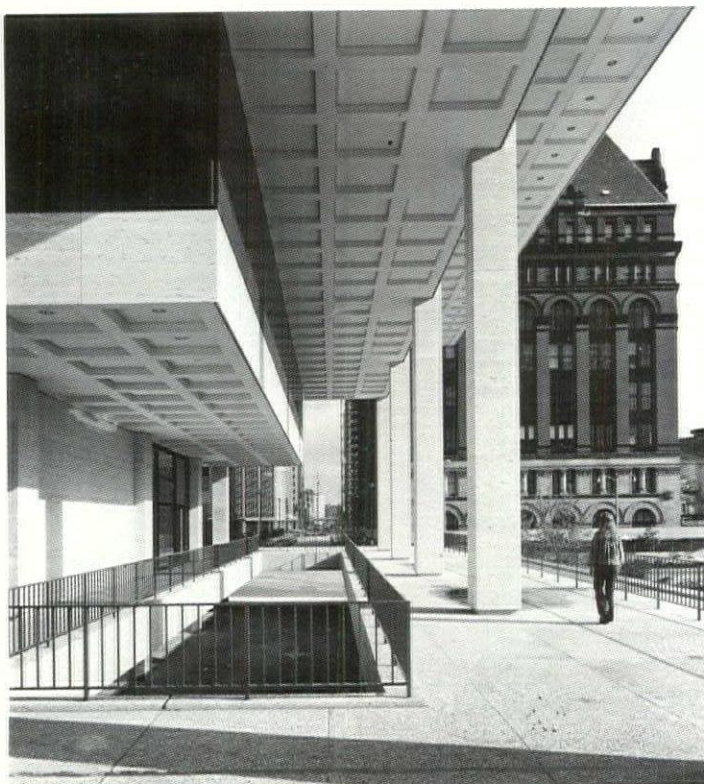
To design an urban complex on a 2½ acre site directly opposite an arts center. The project includes a headquarters building for an investment corporation, a 10-story office building, a landscaped plaza common to both buildings and an underground parking garage below the plaza. A site for a third building is reserved and presently landscaped.

## SOLUTION:

The design of the headquarters building satisfies the user's functional requirements for executive floors of various areas by employing the structural principle of the cantilever. Each floor of the four-level building extends 15 ft. beyond the level below, providing a covered arcade 45 ft. beyond the main entry of the building. The second building is of reinforced concrete construction with travertine cladding and bronze colored glass.

## JURY COMMENTS:

*This is a building that is done with great style and elegance. This is a very competent, professional performance, well planned and well detailed. Obviously, the client wanted a prestigious building and he got one. There is really nothing that challenges one about this building as an object.*





# SPECIAL MENTION

## PROJECT:

### Addition to the Courthouse, Eau Claire

**Architect** ..... Larson, Playter, Smith, Eau Claire  
**Project Architect** ..... Joseph E. Seymour  
**Consultants:**  
**Structural** ..... Jacus Associates, Inc., Minneapolis, Minnesota  
**Mechanical and Electrical** ..... Olsen and Associates, Madison  
**Owner** ..... Eau Claire County, Eau Claire  
**General Contractor** ..... Market & Johnson, Inc., Eau Claire  
**Photos** ..... Phillip M. James

## PROBLEM:

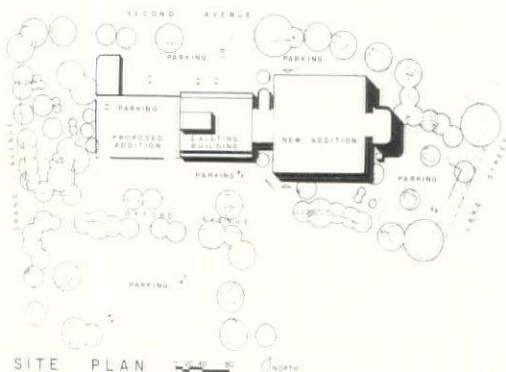
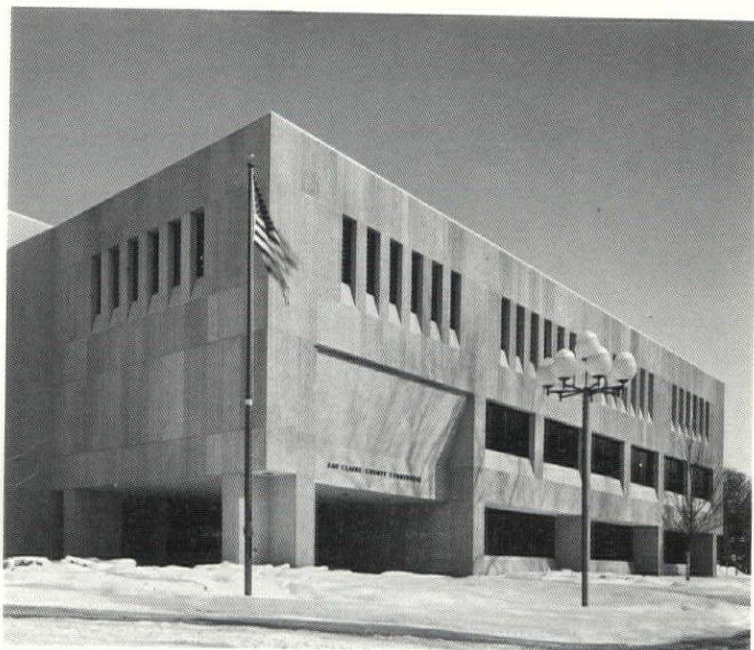
To design additional space for government services in a west central Wisconsin county of 70,000 population. Previous facilities include a 100 year old courthouse with a 1953 addition.

## SOLUTION:

The courthouse addition is the first phase in a three-phase program to accommodate a future joint city-county government center. The elevation difference of the site enabled both ground floor and first floor grade entrances. Agencies with high traffic are housed on these two floors. Courtrooms and their supporting departments are grouped on the second floor. Maximum security jail space is located on the third floor. The ultimate goal is to replace a collection of separate buildings with a single integrated complex, utilizing the best existing facilities and providing for additional construction in the future.

## JURY COMMENTS:

*This addition was carefully and competently done, using the same material, the same cornice line and fenestration of window arrangements. This is a mammoth building and it uses cliches currently in fashion of expressing power rather than service in a democratic society. But it does it well and with a great deal of restraint. The addition is done with sensitivity, elegance and style.*





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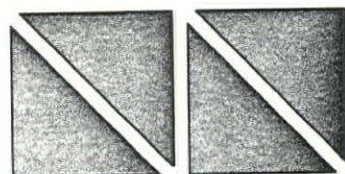


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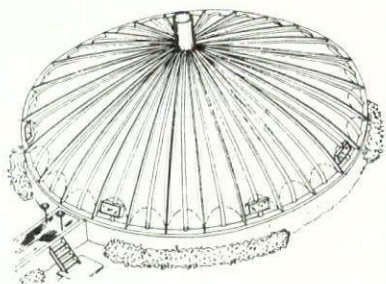
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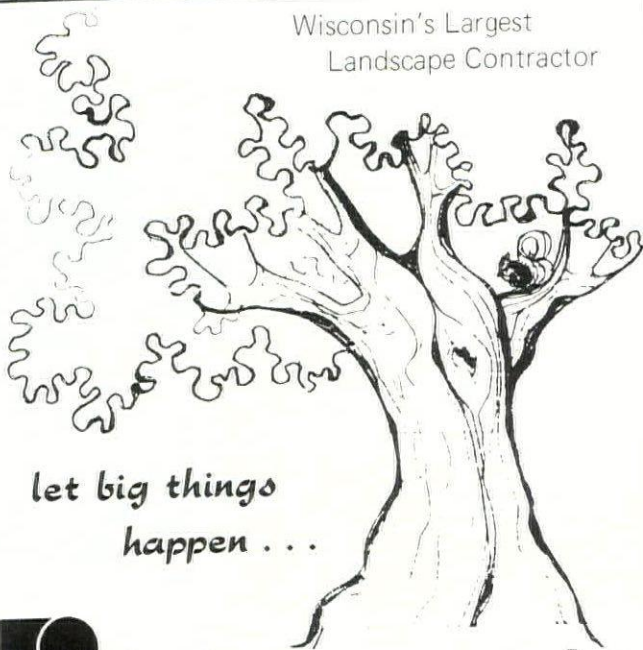
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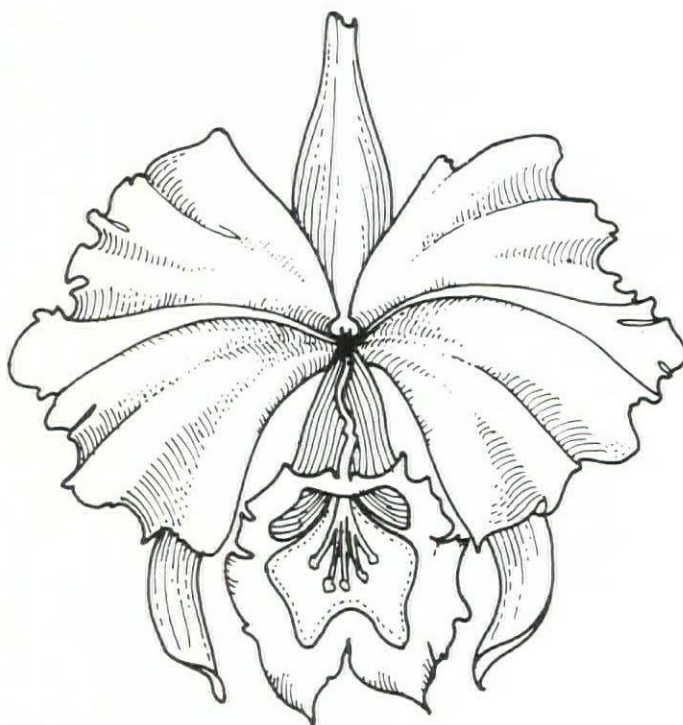
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# ORCHIDS



by Mary Dee Tans

At a time when it's considered "progress" to tear down the old and replace it with the plastic-fantastic new, a Madison group is saying "Whoa!"

Capital Community Citizens, whose 650 members are pledged to protect the environment from all detractors, chides destroyers and praises recyclers with its 7th annual Orchids and Onions awards given in May.

Orchids went to those whose actions make the area more liveable, while onions went to those who fail to respect the environment.

As usual, architects and developers and builders won a good share of both compliments and complaints in the 1974 awards, testimony to their effect on contemporary lifestyles.

Kenton Peters, architect and developer, shared an onion award with the Madison Planning Commission for their roles in plans to raze the historic Carl Tenny Home for a condominium.

Located on a bluff overlooking the south shore of Lake Mendota, the house would be replaced with a 20-unit complex of three buildings.

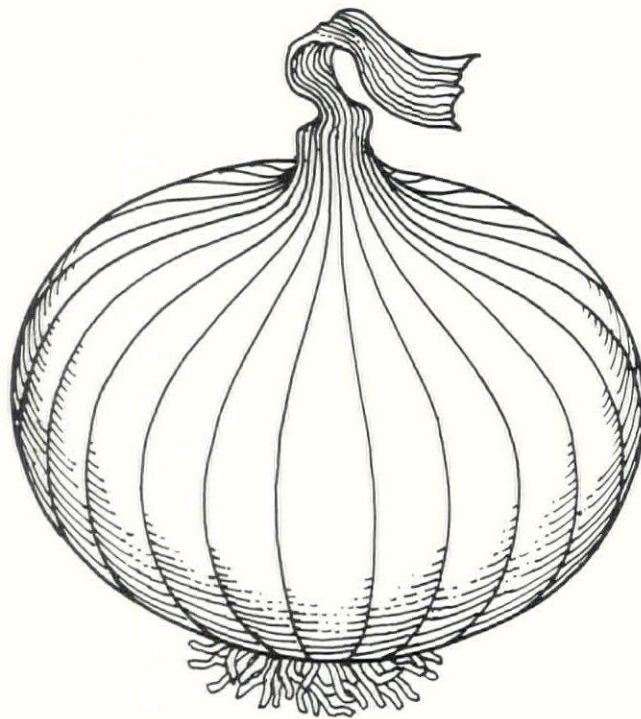
Ironically, Peters is a former president of Capital Community Citizens.

Another zoning onion award was shared by the planning departments of Madison, Fitchburg and Dane County, and the Dane County board for rezoning the land along Highway 18 west of Madison.

Calling the action "a classic example of strip zoning", the CCC said it "encouraged businesses to string out along the road between Madison and Verona, apartment complexes to develop overnight, and a phenomenal amount of traffic to build up".



# & ONIONS



"The county board's vote on this matter after less than one minute of deliberation shows a poor regard for the future," the award said.

A third rezoning decision resulted in onion awards for the Middleton City Council and the Affiliated Bank of Middleton.

Nominated by residents of a formerly wooded, residential area on University Avenue, recipients were chided for allowing and "building a bank and two floors of office space in our backyard."

"We believe that residential property should not be rezoned for

commercial purposes just because the price gets high enough," they said.

The group's first annual Bad Neighbor Onion went to the Nakoma Golf Club. The private golf club promised its neighbors that expanding its pro shop would not be detrimental to the neighborhood: carts would be stored inside and the parking lot would be screened.

Investigations by CCC members disclosed that these promises had not been kept, and that the club even denied neighborhood children access to its acres of hills in winter

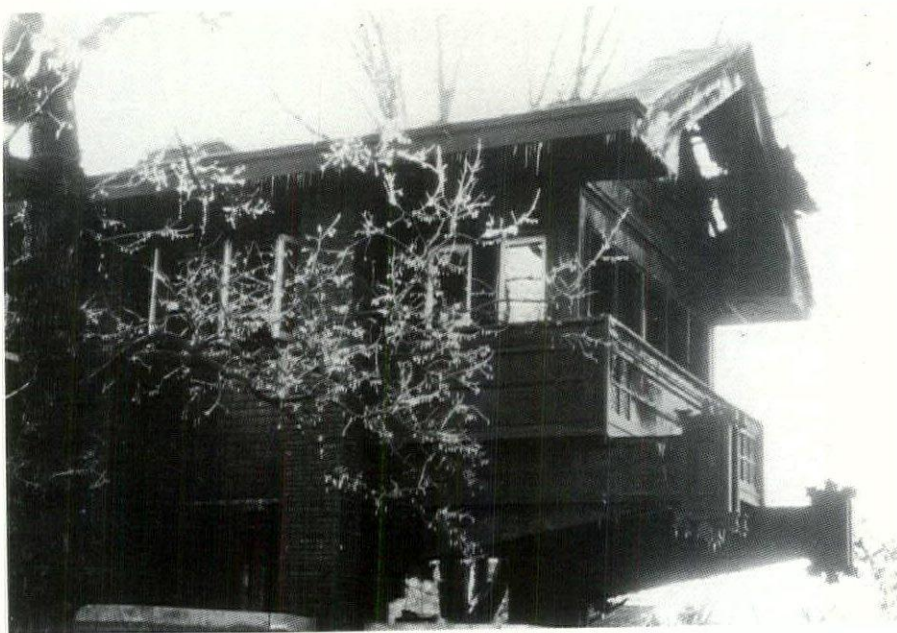
for sledding and cross-country skiing.

Owners of Madison's Sheraton Inn were also awarded onions for letting opportunism get in the way of aesthetics.

In 1967 owners sold its front yard in two lots. One is now a gas station and the other is still rubble.

"... your decision to sell those lots without considering how the property was to be used now means that we could end up with another eyesore on one of the most important approaches to our city," the CCC said.





## ORCHID

*The Bradley House, a historic representative of the Prairie School designed by Louis Sullivan and George Elmslie, was gutted by fire in 1972, but Sigma Phi fraternity and chief architect Mark Purcell are restoring it.*



## ONION

*The historic Tenny House on the south shore of Lake Mendota would be razed and replaced with a stack of condominiums by architect and developer Kenton Peters.*

The last onion went to the Wisconsin Automotive Trades Association.

The CCC denounced this group for encouraging members to "petition Congress to renege on its auto emission control standards," using the energy crisis as an excuse.

"We think our Auto Trades Assn. can be proud of this award for work in countering the environmental kooks who insist on smaller cars and cleaner air," it said.

Orchid awards went to recyclers of buildings, politicians, and others whose leadership reflected the group's

goal of a better environment.

Three businessmen responsible for recycling two factories, an auto dealership and a shopping center shared an orchid award.

Jerry Mullins and Associates turned an empty factory on the Washington Avenue approach to the state capitol into an attractive and useful office building.

"Your renovation of the Washington Square complex was pioneer work in an area that could have become a ghastly part of town," the group said.

Gordon Rice of Executive Invest-

ments and David Vogel of Vogel Brothers shared the orchid for recycling the dormant Gisholt plant also on Washington Avenue into an office building called Independence Center.

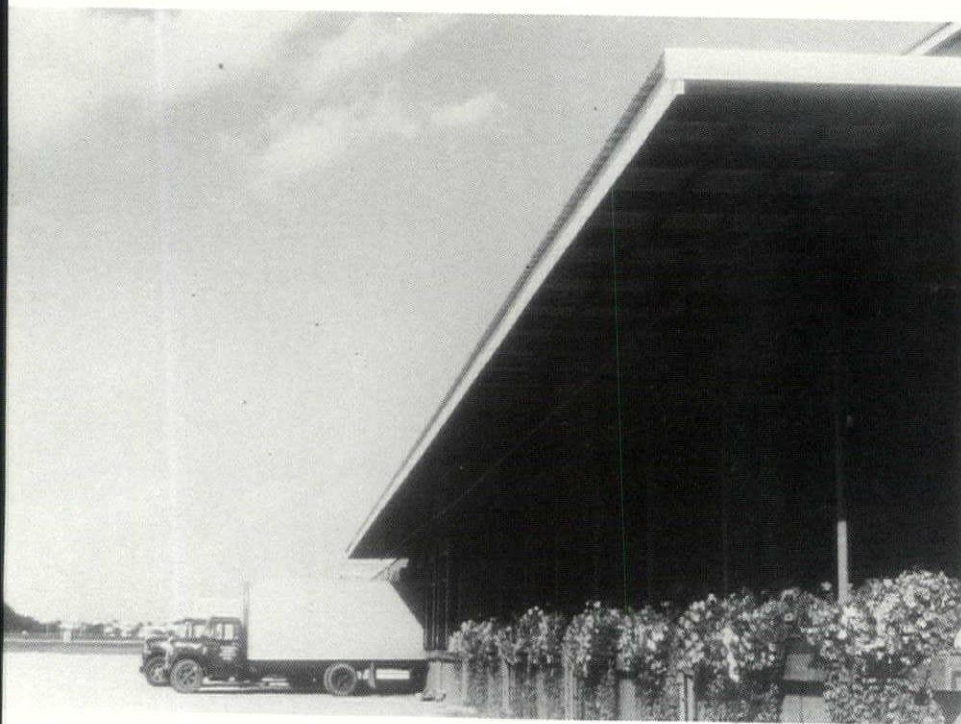
Noting that the building has an 80% occupancy already, the CCC said, "You've taken the initiative and time to restore and revitalize, while so many others rush to the suburbs to build bigger, more modern and less accessible plants and offices."

Livisey Enterprises also shared the building recycling orchid for saving a smaller shopping center from



## ORCHID

*A modern office complex, Washington Square, was recycled from an abandoned factory in downtown Madison.*



## ORCHID

*Even the flowering loading dock at the Wisconsin Cheeseman is included in the company's philosophy of public service to the community.*

'becoming a relic left in the path of commerce's westward expansion" by remodeling, including planting trees in the parking lot".

The Livisey group also recycled an abandoned auto dealership on Regent Street across from the UW football stadium into an attractive office building.

Turning to governmental orchids, an experiment with a low salt diet for streets draining into Madison's Lake Monona earned an orchid for the city Rivers and Lakes Commission.

Citing the known damage to plants,

cars and lakes caused by heavy winter salting, the CCC said, "Your leadership and willingness to experiment is most commendable, for none of us is free from the corrosive damages of tradition".

Madison Mayor Paul Soglin's orchid award for supporting mass transit contrasted the onion presented two years ago to former Mayor William Dyke for opposing mass transit.

Mayor Soglin was told, "You've argued in Madison, at the legislature and in Washington for a shift from the ubiquitous car to adequate mass trans-

sit. You've proven eager to drive on for a systematic, efficient and energy conserving means to move people".

City councils of Madison and Middleton won orchids for banning billboards and controlling signs, with hopes expressed that soon "billboards will be an endangered species".

Heralding a new era in parkland acquisition, the CCC congratulated with an orchid the county parks commission.

The commission was applauded for increasing the county's parkland from 610 acres in 1969 to almost 2500 acres,



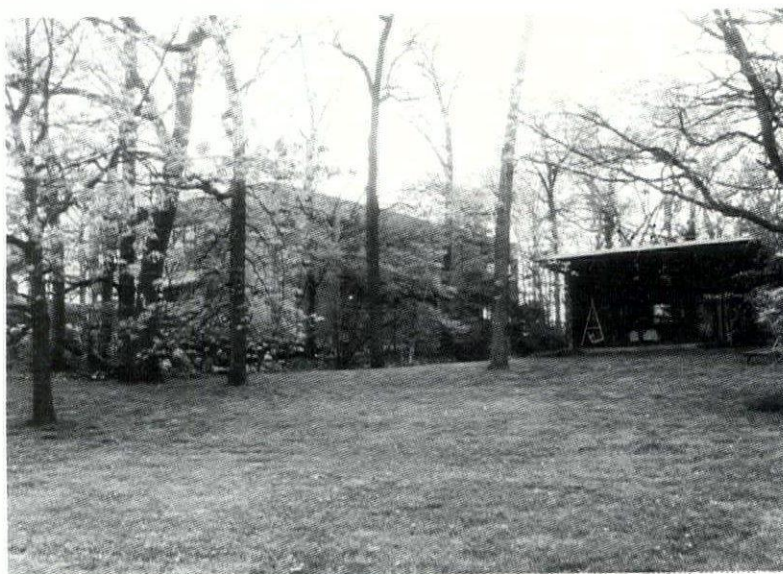


#### ONION

*The Sheraton Inn sold its front yard to two oil companies; now one lot is a gas station and the other is rubble.*

#### ONION

*A 2-story bank encroached upon a wooded residential area on University Avenue because the price of land got high enough.*



yet not rushing to develop the parks with swings and facilities which destroy their natural beauty.

"We want to pause in the cool of a park or along a lake. We'd love to discover wild flowers in a wooded valley," the group mused.

Ms. Rosemary Fleming, Dane County naturalist and tour coordinator at the UW Arboretum, was honored for her work in developing nature trails.

"How wonderful that you have laid out for us a number of trails in many of our parks, preserving the beauties of nature from the on-trodding

masses," the group said.

Orchid awards also went to those associated with the restoration of the historic Bradley House, now the Sigma Phi fraternity house, which was gutted by fire in 1972.

A Madison historic landmark built in 1909, the Bradley House was designed by Louis Sullivan and George Elmslie in the prairie school style.

Named were chief architect Mark Purcell, restoration manager Sam Moore, craftsman foreman Carl Nelson and financial supporter A. C. Nielson.

At a time when many congregations

build grandiose edifices with formal gardens, St. Dunstan's in Middleton received an orchid for a modest building surrounded by a natural arboretum.

A corporate good neighbor award went to The Wisconsin Cheeseman in Sun Prairie.

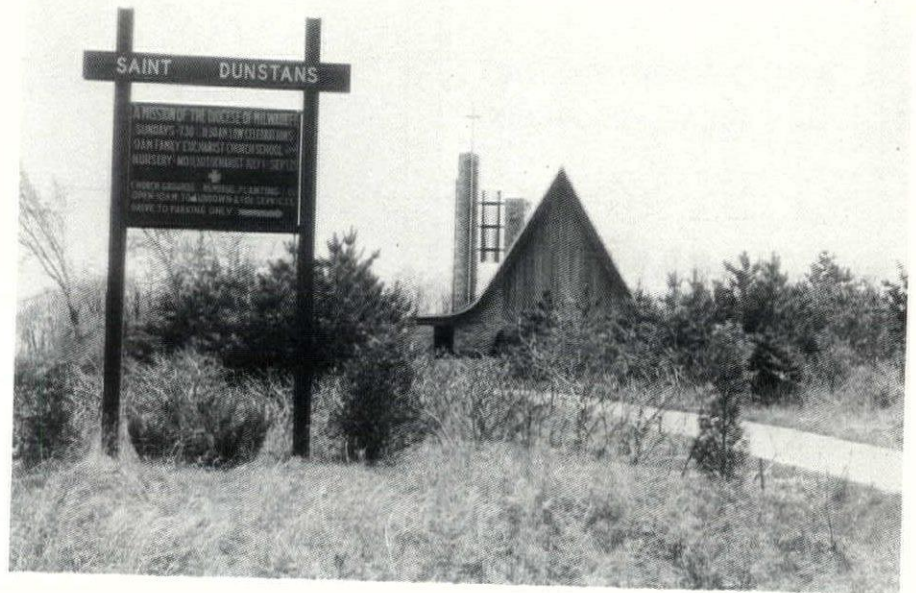
Located on the main highway to Sun Prairie, the plant is surrounded by flowers, trees, and more flowers, even on its loading dock.

It employs a director of public service who involves the company in projects like housing for the elderly, a senior citizens center, and Operation Fresh



## ORCHID

*St. Dunstan's started a natural arboretum area open to the public instead of formal plantings around its building.*



## ORCHID

*A dying shopping center was remodeled and revitalized, with trees in the parking lot yet.*

Start, a rehabilitation project for boys and houses.

"If only other firms would catch your vision of service and responsibility..." the CCC dreamed.

Two Seedling Awards were given for "wait-and-see" situations which could become orchids or onions.

The first, shared by all environmental groups, concerned the proposed Wisconsin constitutional amendment on agricultural land and open space taxation.

The CCC fears that this amendment, designed to avoid taxing farmers off

their land, could result in "developers and speculators sparing no effort to pass special legislation so that they can cash in on this opportunity".

"If they succeed," the CCC warned, "because we won't work hard enough, we'll deserve the biggest onion ever given."

The second seedling went to seven financial institutions ringing the capitol square as a warning against vying for the Biggest Building on the Square Award.

Inspired by the First Wisconsin's bold, controversial building covering

an entire block with glass, this award encourages cooperation rather than one-upsmanship in building bigger monuments to feed an edifice complex.

This epilog ended the CCC 1974 Orchids and Onions Awards:

This, then's, the essence of our show.  
Plant a seed and help it grow.  
Reach out to serve, invest yourself,  
Our future is our greatest wealth.  
To each we give this orchid fine.  
May it be to you a sign:  
Our fragile earth requires our care,  
Its beauty is for us to share.



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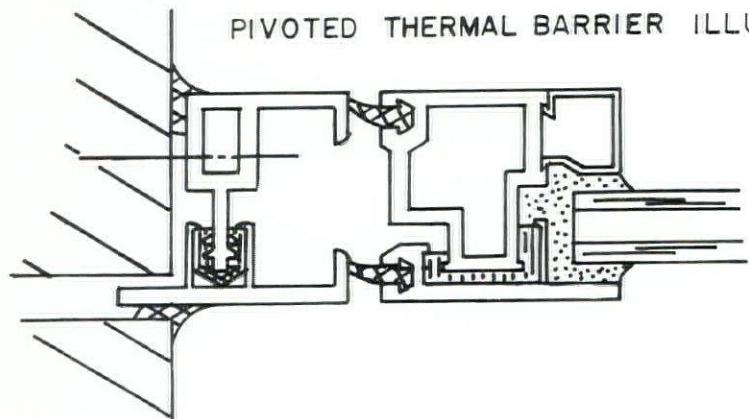
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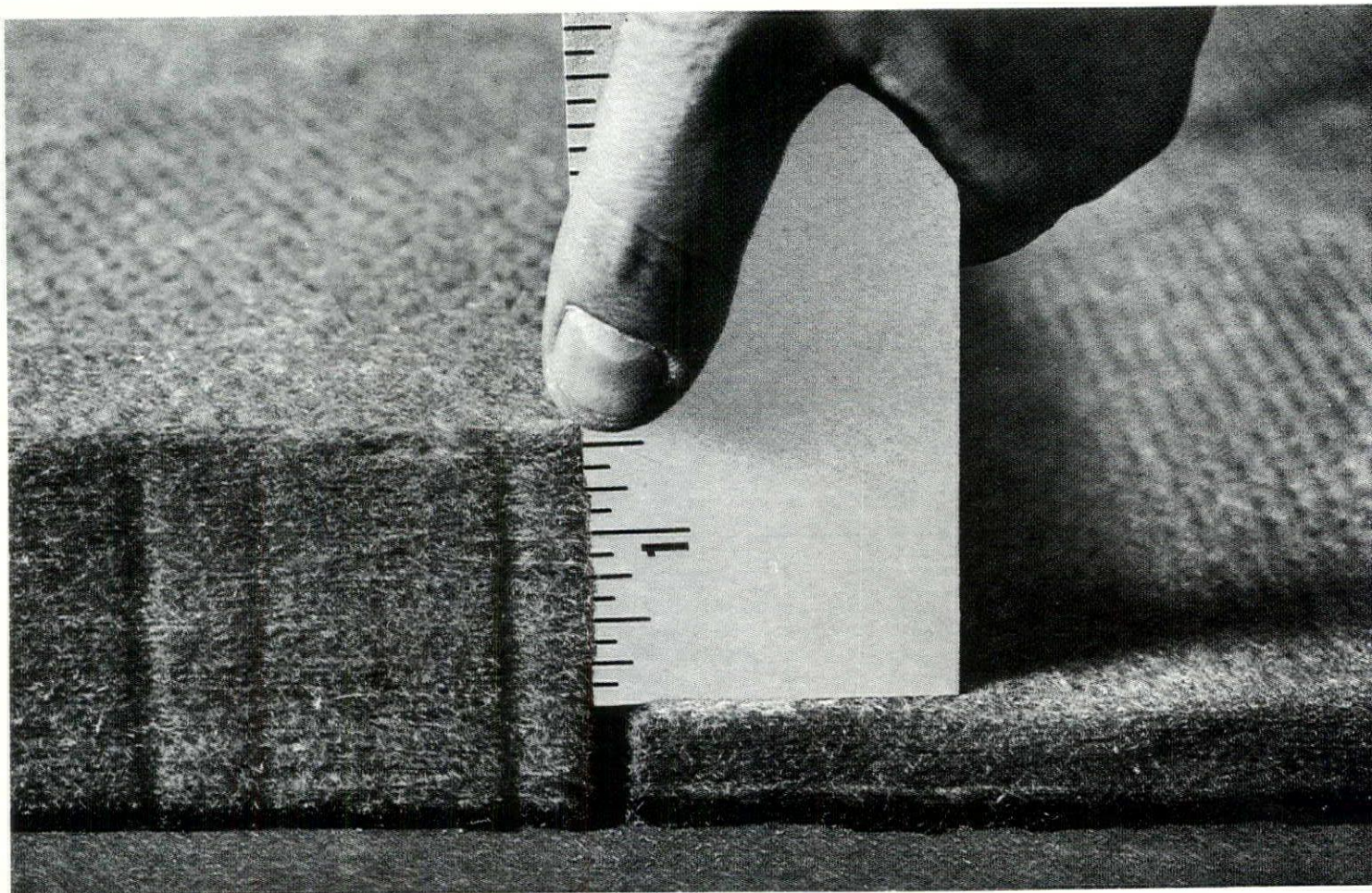


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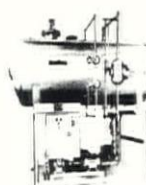
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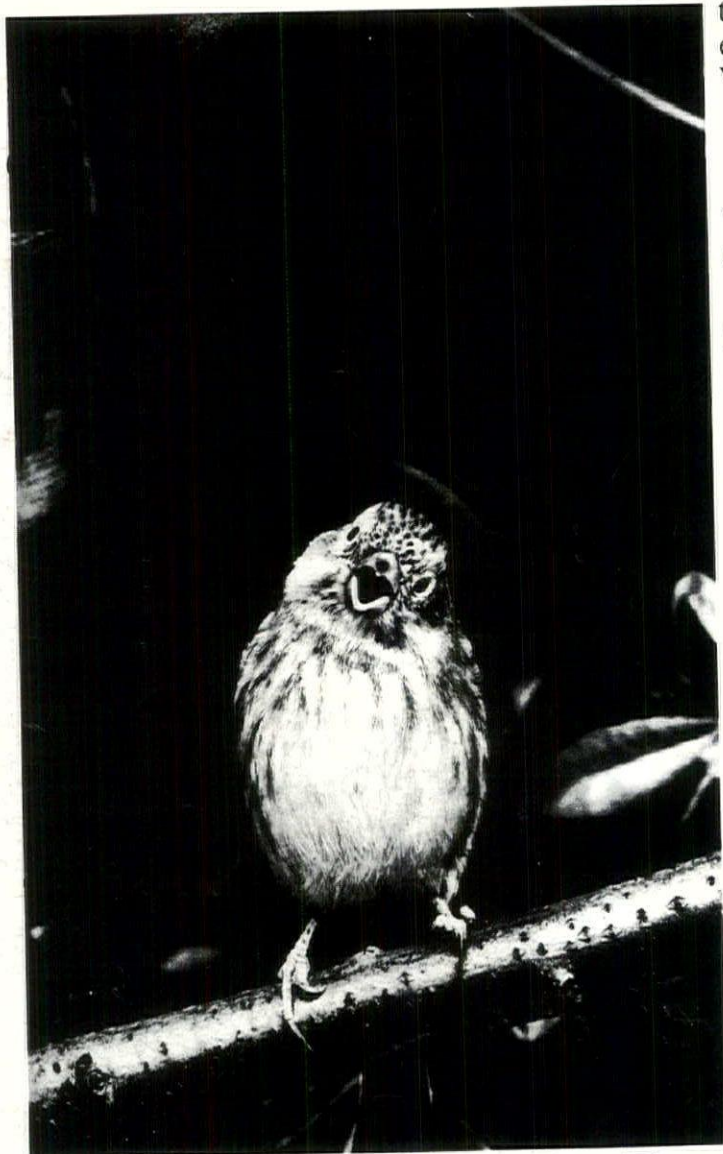


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